AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application.

1. (Currently amended) A method ~~of marketing a commercial activity,~~ comprising:

sending processor-executable code to a plurality of users;

requesting that the users run the processor-executable code on network-coupled computing arrangements accessible by the users;

running the processor-executable code on each of the computing arrangements to perform distributed computing tasks on the computing arrangement, the distributed computing tasks working in concert to solve a computational problem;

tracking the distributed computing tasks performed by each contributing user; and

providing, as a ~~result of~~ reward for performing the distributed computing task, a user-perceivable experience via the computing arrangements, wherein the user-perceivable experience is configured for purposes of marketing ~~the~~ a commercial activity, and wherein access to the user-perceivable experience is governed based on a quantity of the distributed computing tasks performed by each contributing user.

2. (Original) The method of claim 1, wherein the computational problem comprises a processor-implemented creation of a product related to the commercial activity.

3. (Original) The method of claim 1, wherein the computational problem comprises rendering of video.

4. (Original) The method of claim 3, wherein the user-perceivable experience comprises displaying of rendered frames on the computing arrangements.

5. (Original) The method of claim 3, wherein the commercial activity comprises creation of a motion picture.

6. (Original) The method of claim 1, wherein two or more of the computing arrangements perform the distributed computing tasks in a peer-to-peer arrangement.

7. (Original) The method of claim 1, wherein the computing arrangements perform the distributed computing tasks in coordination with a centralized server arrangement.

8. (Original) The method of claim 1, wherein the distributed computing tasks include gathering input from the users of the computing arrangements.

9. (Original) The method of claim 1, wherein the distributed computing tasks include storing data on the computing arrangements.

10. (Currently amended) A computer-readable medium having instructions stored thereon which are executable by a computing arrangement ~~capable of being coupled to one or more computing entities via a network~~ for performing ~~steps comprising~~:

performing a distributed computing task on a processor of the computing arrangement, wherein the distributed computing task is performed in concert with ~~the~~ one or more other computing entities to solve a computational problem;

tracking the distributed computing tasks performed by a contributing user of the computing arrangement; and

providing, as a ~~result of~~ reward for performing the distributed computing task, a user-perceivable experience via an output of the computer arrangement, wherein the user-perceivable experience is configured for purposes of promoting a commercial marketing activity, and wherein access to user-perceivable experience is governed based on a quantity of the distributed computing tasks performed by the contributing user.

11. (Original) The computer-readable medium of claim 10, wherein the computational problem comprises a processor-implemented creation of a product related to the commercial marketing activity.

12. (Original) The computer-readable medium of claim 10, wherein the computing arrangement is coupled to one or more of the computing entities in a peer-to-peer arrangement to perform the distributed computing task.

13. (Original) The computer-readable medium of claim 10, wherein the distributed computing task is performed in coordination with a centralized server arrangement.

14. (Original) The computer-readable medium of claim 10, wherein the distributed computing task includes gathering input from the user of the computing arrangement.

15. (Original) The computer-readable medium of claim 10, wherein the distributed computing task comprises storing data on the computing arrangement.

16. (Currently amended) A system comprising:

a plurality of network-coupled computing arrangements, each computing arrangement including a processor coupled to a memory, the memory containing instructions configured to cause the processor to,

perform a distributed computing task on each computing arrangement, the distributed computing task operating in concert with other computing arrangements of the plurality of computing arrangements to solve a computational problem;

track the distributed computing tasks performed by a contributing user of each computing arrangement; and

initiate a user-perceivable experience on each computing arrangement as a ~~result of~~ reward for performing the distributed computing task, wherein the user-perceivable experience is related to a commercial marketing activity, and wherein access to the user-perceivable experience is governed based on a quantity of the distributed computing tasks performed by each contributing user.

17. (Original) The system of claim 16, wherein the computational problem comprises a processor-implemented creation of a product related to the commercial marketing activity.

18. (Original) The system of claim 16, wherein two or more of the computing arrangements are coupled in a peer-to-peer arrangement to perform the distributed computing task.

19. (Original) The system of claim 16, further comprising a network-coupled centralized server arrangement, wherein the computing arrangements perform the distributed computing task in coordination with the centralized server arrangement.

20. (Currently amended) An apparatus ~~computing arrangement capable of being coupled to one or more computing entities via a network,~~ comprising:

a processor coupled to a memory and a user interface, wherein the processor causes the apparatus to, ~~the memory containing instructions configured to cause the processor to~~,

perform a distributed computing task operating in concert with other computing arrangements of the plurality of computing arrangements to solve a computational problem;

track the distributed computing tasks performed by a contributing user of the apparatus; and

initiate a user-perceivable experience on the user interface of the computing arrangement as a ~~result of~~ reward for performing the distributed computing task, wherein the user-perceivable experience is related to a commercial marketing activity, and wherein access to user-perceivable experience is governed based on a quantity of the distributed computing tasks performed by the contributing user.

21. (Currently amended) The apparatus ~~computing arrangement~~ of claim 20, wherein the computational problem comprises a processor-implemented creation of a product related to the commercial marketing activity.

22. (Currently amended) The apparatus ~~computing arrangement~~ of claim 20, wherein the apparatus ~~computing arrangement~~ is coupled to one or more of the computing entities in a peer-to-peer arrangement to perform the distributed computing task.

23. (Currently amended) The apparatus ~~computing arrangement~~ of claim 20, wherein the apparatus ~~computing arrangement~~ performs the distributed computing task in coordination with a centralized server arrangement.

24. (Currently amended) The apparatus ~~computing arrangement~~ of claim 20, wherein the apparatus ~~computing arrangement~~ comprises a mobile terminal.

25. (Currently amended) A system ~~for marketing a commercial activity,~~ comprising:

means for sending processor-executable code to a plurality of users;

means for requesting that the users run the processor-executable code on network-coupled computing arrangements accessible by the users;

means for performing a distributed computing task on each of the computing arrangements by running the processor-executable code on the computing arrangements, the distributed computing tasks working in concert to solve a computational problem;

means for tracking the distributed computing tasks performed by each contributing user; and

means for providing, as a ~~result of~~ reward for performing the distributed computing task, a user-perceivable experience via the computing arrangements, wherein the user-perceivable experience is configured for purposes of marketing ~~the~~ a commercial activity, and wherein access to the user-perceivable experience is governed based on a quantity of the distributed computing tasks performed by each contributing user.

26. (Currently amended) A method ~~of marketing a commercial activity,~~ comprising:

receiving processor-executable code at a computing arrangement capable of being coupled to a network;

executing the processor-executable code the computing arrangement to perform a distributed computing task that works in concert with other computing arrangements to solve a computational problem;

tracking the distributed computing tasks performed by a contributing user of the computing arrangement; and

providing, as a ~~result of~~ reward for performing the distributed computing task, a user-perceivable experience via the computing arrangement for purposes of marketing ~~the~~ a commercial activity, wherein access to user-perceivable experience is governed based on a quantity of the distributed computing tasks performed by the contributing user.